

Council Minutes July 16, 2013

STATE OF TEXAS §

COUNTY OF TARRANT §

CITY OF BEDFORD §

The City Council of the City of Bedford, Texas, met in joint work session with the Community Affairs Commission at 7:00 p.m. in the Meeting Room at the Bedford Public Library, 2424 Forest Ridge Drive on the 16th day of July, 2013 with the following members present:

Jim Griffin
Michael Boyter
Chris Brown
Ray Champney
Patricia Nolan
Roy W. Turner

Mayor
Council Members

constituting a quorum.

Jim Davisson was absent from the meeting.

The following members of the Community Affairs Commission were present:

Steven Grubbs
Sal Caruso
Dianne Doughty
David Franklin
Dave Gebhart
Mark Massey
Gary Morlock
Roy Savage
Cynthia Williams

Chairperson
Commissioners

constituting a quorum.

Mary Frazier and Jennifer Schnell were absent from the meeting.

Staff present included:

Beverly Griffith
David Miller
Michael Wells

City Manager
Deputy City Manager
City Secretary

CALL TO ORDER/GENERAL COMMENTS

Mayor Griffin called the Work Session to order at 7:11 p.m.

JOINT WORK SESSION

Mayor Griffin stated that the goal for the meeting is for the Community Affairs Commission (CAC) to report on what they are working on and then for Council to take that information, work on it, and possibly meet with the Commission one more time. Council has the objective of meeting with each Board and Commission to find out what things they are working on and making sure everybody is working in the same direction for the City. Another objective is to engage each group on a quarterly basis to have a

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representative come to a Council meeting and give the Council and the citizens an update on what they are working on and what is coming up.

Chairperson Grubbs from the CAC presented their accomplishments for 2012. In regards to Shop Bedford First, they did a door-to-door campaign with businesses; manned a booth at FourthFest and handed out cards to residents; asked that Shop Bedford First be put on the electronic signs at the Boys Ranch and the Library; promoted the program at outreach meetings; had four portable signs around the City for a month each; and supported businesses through posting on the "Shop in Bedford" Facebook page. They also held four outreach meetings for residents and businesses, which had the same agendas and speakers. Late last year, they took a look at holding a combined meeting starting in January of 2013. They also held the Energy Fair, which was well attended and financially self-funding. There was discussion on the liability of taking over the Facebook page and that it is a good way to promote businesses without the staleness of the website.

Mr. Grubbs presented the CAC's accomplishments for 2013. In regards to Shop Bedford First, they continued the door-to-door campaign with businesses; handed out information at their outreach meetings; displayed two portable signs and are waiting for the new website before using the signs again; and are researching purchasing their own signs instead of renting and should have a decision by their next meeting. There was discussion on the number of door-to-door contacts as well as issues related to national businesses, indentifying property owners, and getting information to tenants. The CAC held two outreach meetings in January and May, which were promoted for both residents and businesses. The May meeting was about school safety and did not get a lot of businesses. There is an outreach meeting planned for September 19, where the Mayor will speak regarding his vision. At the January meeting, they did a survey and 71 percent of attendees liked the combined meetings with residents, at 79 percent, favoring it more than businesses, at 60 percent. 69 percent of attendees liked the evening meeting time. They implemented long-range date planning to get events into the Bedford Connection including getting a list of cutoff dates. The Energy Fair had moderate attendance but brought in a profit. They held the City Expo, which had good booth content and was a good team building experience. They helped 6Stones on two events, one at a park in Hurst and one in an apartment complex in Bedford. They have implemented a process to track questions and feedback from the public. They have prepared a checklist on holding public meetings and events, which includes a list to coordinate with staff and communicating with people who send things to the public. They have implemented a process whereby all materials associated with events and meetings are held in the City Secretary's Office. They have had discussions and are planning for next year's projects and events. There have been challenges on attendance and they are working on a resolution for this issue.

Mr. Grubbs discussed issues related to how to measure success, including by quality, the number of people in attendance or other; and making sure that CAC members feel that what they are doing is productive and successful. There has been brainstorming on marketing; the format of the September 19 outreach meeting including making it more interactive; holding HOA roundtables again; holding neighborhood meetings, individual meetings with businesses and owners, and town hall meetings; holding a City-wide health fair; working with apartment associations in reaching their members; finding out from citizens what they want in regards to central Bedford redevelopment; and helping with survey questions. He further discussed the new marketing person, Rebecca Asher, and that it was not clear to the CAC where the line is drawn between them and Ms. Asher; issues with communicating with businesses using a list of owners of strip centers, which does not get to local people; and whether Council wants them to continue the "Shop in Bedford" Facebook page.

There was general discussion regarding attendance at meetings and promoting events; matching up the duties and powers of the CAC in relation to what is taking place; having the tools necessary to collect feedback; concerns about marketing the CAC and communicating better with the public; the marketing efforts coming from Ms. Asher; inefficiencies in getting information out; getting on the same page regarding marketing; content and distribution of content, including what channels to use and when; decisions on marketing made at the time events are approved and having a process in place whereby each event has its own mini-plan; core functions and events for the CAC, such as outreach meetings, which would not require them to come to Council; that the health fair may not be a core function; the

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CAC coming to Council at the beginning of the year about dates for meetings; events not having legitimacy if not marketed as being by "The City of Bedford"; the most effective means of getting information out; the opportunity to get more relevant discussions; marketing as a collaborative effort; attendance coming down to the issue being presented; looking for guidance on marketing and how to market events; Ms. Asher's goals and being able to take advantage of a portion of her time; coming up with a regular schedule of events; not having a process established for different types of activities; marketing as a process; communication being vital and keeping it simple; neighborhood meetings with Council members and the Mayor to let people know what is going on in the City, such as the urban center; ensuring that the City's image is correct at events; employing gorilla marketing and getting intimately involved with residents and businesses; not being able to reach all of the businesses as it is outside the CAC's resources; using an opt-in email program and the contact list from the Fire Department for Shop Bedford First; thinking smarter on reaching out and increasing the reach of the CAC; and applying these items to the powers and duties of the CAC.

In regards to a City-wide health fair, there was discussion on it being based on a magazine article on best places to live; the general theme that Bedford is a healthy living facility and highlight what the City offers; the availability of grants; getting input from residents and businesses on what they like and where the City can improve; tax rebates; and that it applies to all five constituencies in the Commission's powers and duties.

There was further general discussion that Shop Bedford First is for business retention and getting new businesses; the health fair attracting new residents as well as upgrading and improving interest in the community; figuring out the end result of events and putting processes in place, including what is realistic as far as what can be accomplished, how it is to be done and what resources are going to be used; the CAC being encouraged to think outside of the box; thoughts from Council regarding what is outside the CAC's guidelines; that outreach meetings fit in with the CAC's powers and duties; that the Energy Fair brought residents and businesses together for education on energy efficiency and made a profit for the City; receiving permission for events outside of the Energy Fair and the City Expo; laying out a schedule for outreach meetings; reinitiating HOA and neighborhood meetings; that the CAC helping on surveys depends on the nature of the survey; brainstorming activities and having the Council liaison report to the Council or the CAC coming as a group to Council; what authority the CAC has on its own as opposed to how much can get from Council; that the CAC wants to get engaged; the role of the Council liaison; getting blessing from the liaison on small events that do not use City resources; making sure that what the CAC is doing has the Council's approval; using outreach meetings for education purposes on topics that have some angst and the CAC's involvement depending on the topic; the upcoming bond election being a perfect example of using CAC involvement; receiving good feedback from HOAs; that Shop Bedford First is the only marching orders that the CAC has received from Council; the CAC not wanting to do anything outside of regulations; that the Council has not had time to meet together and will be coming back to the Commission with input; that the concrete events the Commission wants to work on are outreach meetings, the Energy Fair, the City Expo, involvement in town hall meetings, festivals and the living healthy fair; arranging to have Ms. Asher attend a CAC meeting to map out what marketing she sees and supports; that the next thing the Commission is working on is the September 19 meeting; that their next regular meeting is August 15; that the role of the Council liaison is to be a conduit back to the Council; looking at roundtables in November; distribution channels including an Excel spreadsheet for HOA contacts; and the City guide.

The meeting ended with Commission members giving feedback on the joint work session.

ADJOURNMENT

Mayor Griffin the meeting at 8:46 p.m.

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Jim Griffin, Mayor

ATTEST:

Michael Wells, City Secretary